

SAFETRACK SURGE 10

COMMUNICATIONS TOOLKIT FOR SCHOOLS

PRODUCED BY DME'S TRANSPORTATION WORKING GROUP
OCTOBER 2016



MESSAGE FROM DME's TRANSPORTATION WORKING GROUP

The Red Line shutdown from Fort Totten to NoMa-Gallaudet U starts October 29. This shutdown is expected to have significant impacts on all Red Line riders. It is critical that students and families plan ahead by choosing a “Plan A” and a “Plan B”. We hope these resources help schools communicate with their communities about the upcoming shutdown, the impacts, and the many alternates that are available.

Please email rebecca.lee@dc.gov with any questions or concerns.



TOOLKIT CONTENTS

- STUDENT FLYERS
- TAKE-ONE
- KEY MESSAGES
- SAMPLE “ROBO-CALL” SCRIPT
- SAMPLE BLOG POST
- SAMPLE TWEETS
- SAMPLE FACEBOOK, INSTAGRAM, SNAPCHAT POSTS
(COMING SOON)
- SOCIAL MEDIA OPTIMIZED IMAGES



STUDENT FLYERS

Click on the links below to download electronic version of these flyers for each station. Translations in Spanish, French, Vietnamese, Chinese, and Amharic are also available.

- [FORT TOTTEN](#)
- [BROOKLAND-CUA](#)
- [RHODE ISLAND AVE](#)
- [NoMA-GALLAUDET U](#)
- [UNION STATION](#)
- [METRO CENTER](#)
- [GALLERY PLACE-CHINATOWN](#)
- [TENLEYTOWN-AU](#)



The Red Line between NoMa-Gallaudet U and Fort Totten will shut down from Saturday, October 29 through Tuesday, November 22.

Do you use the Red Line at Fort Totten Metrorail Station? Plan ahead for this major disruption.

What's happening:

- There will be no Red Line service between NoMa-Gallaudet U and Fort Totten. Red Line trains will run in two segments: Shady Grove - NoMa-Gallaudet U and Glenmont - Fort Totten.
- Brookland-CUA and Rhode Island Ave stations will be closed.
- Free shuttle buses will replace trains between Fort Totten, Brookland-CUA, Rhode Island Ave and NoMa-Gallaudet U stations.

Plan ahead:

- Allow extra travel time and expect crowding on all trains due to much less frequent rush hour Red Line service.
- Use the Green Line for travel between Fort Totten and Gallery Place.
- Consider using multiple alternates to determine the best travel option.
- Explore more alternate travel options at wmata.com/safetrack or safetrack.godogo.com/
- If you have questions or need assistance call Metro Customer Service at 202-637-7000.
- Sign up for MetroAlerts at wmata.com/metroalerts to receive updated information about SafeTrack and other service disruptions by text or email.

Students using Fort Totten Metrorail Station often travel to and from the following Stations. Consider the following alternates to the Red Line:

Station	Travel Alternatives
Anacostia	Green Line
Brookland-CUA	Metrobus route 80*
Columbia Heights	Green Line
Foggy Bottom-GWU	Green Line (transfer to Blue, Silver & Orange Lines at L'Enfant Plaza Metrorail Station)
Georgia Ave-Petworth	Green Line or Metrobus route 60 or 64
NoMa-Gallaudet U	Metrobus route 80* (transfer to route 00 or 02) or Green Line to U Street Metrorail Station (transfer to Metrobus route 00 or 02)
Rhode Island Ave	Metrobus route 80* (transfer to H8) or Metrobus route E2 (transfer to route T14 or T18)
Tenleytown-AU	Green Line to Columbia Heights Metrorail Station (transfer to Metrobus route H2, H3 or H4) or Metrobus route E4 (transfer to routes M4, 31, 33, 30N or 30S)
U Street	Green Line or Metrobus route 64
Union Station	Metrobus route 80* or Green Line to Gallery Place Metrorail Station (transfer to route 80*, X2 or D8)

* Enhanced service will be provided on these routes. Check wmata.com/safetrack for schedules.






TAKE ONE

NEW DATES



Surge #10

Fort Totten to NoMa-Gallaudet U
7:00 a.m. Saturday, October 29 until
closing, Tuesday, November 22

- The Red Line will be closed between Fort Totten and NoMa-Gallaudet U stations.
- Stations closed: Brookland-CUA and Rhode Island Ave
- Expect large crowds, fewer trains and major delays along the entire Red Line.
- Extremely limited shuttle service available. See inside for details.
- Avoid traveling during rush-hour periods.

continued inside

Other travel alternative information, such as Metrobus and regional bus providers, carpool, vanpool and biking, is available at wmata.com/safetrack.



Rail Options:

- If you're traveling between Gallery Place and Fort Totten, use the Green Line.
- Consider riding MARC's Brunswick Line from Silver Spring or Kensington to Union Station.

Opciones de tren:

- Si usted está viajando entre Gallery Place y Fort Totten, use la línea verde.*
- Considere viajar por la línea Brunswick de MARC desde Silver Spring o Kensington hasta la estación de Union Station.*

Bus Options:

- Metrobus will operate free, extremely limited shuttle bus service between Fort Totten, Brookland-CUA, Rhode Island Ave and NoMa-Gallaudet U stations.
- Ride On will operate free shuttle bus service between Silver Spring, Takoma and Fort Totten stations every 10 minutes during weekday rush hour.
- Additional weekday rush hour local bus service will operate on Metrobus routes 80, P6 and L2. Additional weekday midday and rush hour service will be provided on Metrobus route S9.

Opciones de autobús:

- Metrobus operará gratis, el servicio de autobús gratuito estará extremadamente limitado entre las estaciones Fort Totten, Brookland CUA, Rhode Island Ave y NoMa-Gallaudet U.*
- Ride On operará autobuses de enlace gratuito entre las estaciones de Silver Spring, Takoma y Fort Totten cada 10 minutos los días entre semana durante las horas pico.*
- Las rutas de Metrobus 80, P6 y L2 proveerán servicio de autobús adicional los días entre semana durante las horas pico. La ruta S9 proveerá servicio de autobús adicional los días entre semana al mediodía y durante las horas pico.*

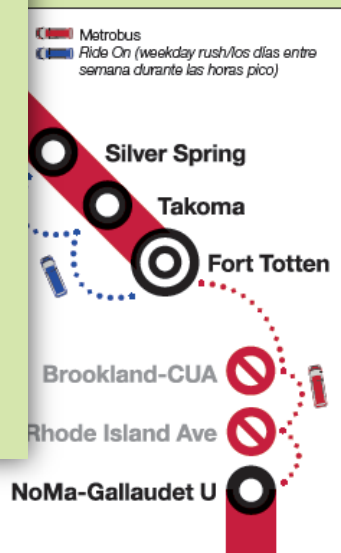
Parking Options:

If you currently park at a Red Line station, consider other Park & Ride facilities or parking at a Green Line station.

Opciones de estacionamiento:

Si usted usa los estacionamientos a lo largo de la línea roja considere otras instalaciones de Park & Ride o estacionamientos en las estaciones de la línea verde.

- Metrobus
- Ride On (weekday rush/los días entre semana durante las horas pico)



WMATA outreach workers will be distributing these “Take One” flyers to riders at various affected stations.

In addition, copies will be available at Metro station kiosks.

Click on this [link](#) to download an electronic copy of the flyer. (Available in English and Spanish only).



KEY MESSAGES

- The Red Line will be closed between Fort Totten and NoMa from October 29 through November 22.
- There will be significant disruption to riders on the Red Line but there are lots of alternatives, including the Green Line.
- Students and families should **plan ahead**. Use the student flyers, DDOT's commute challenge on safetrack.goDCgo.com, or call WMATA's customer service to select a Plan A and a Plan B and try them out before the first day of the shutdown.
- If students normally use the Red Line, consider bus alternatives.
- The free bus shuttle "bridge" should be a last resort because service will be very limited and there may be long lines.
- Expect your commute to take longer than usual and be more crowded than usual. Students may need to set their alarms earlier than normal.



SAMPLE “ROBO-CALL” SCRIPT

As is, this script may take anywhere from 55 to 75 seconds, depending on the speed of the speaker.
Please feel free to edit and adapt in whatever way makes sense for your school community.

“Hello [Insert Name of School/LEA] Community. This is a reminder that Metro’s next SafeTrack Safety Surge starts Saturday, October 29 and will last until Tuesday, November 22. Metro’s Red Line will be shut down from Fort Totten to NoMa Gallaudet. This means that both the Brookland and Rhode Island Avenue stations will be closed. Although free shuttle buses will replace trains between Fort Totten, Brookland-CUA, Rhode Island Ave, and NoMa-Gallaudet U stations, students who ride the Red Line should plan ahead and find alternate routes. The Red Line will be extremely crowded, and there may be long waits for the limited shuttle buses, particularly during the morning rush. Please consider multiple alternates to determine the best travel option. To help you plan, Metro has produced student flyers, which are available online [or through your school]. You can explore more travel options at wmata.com/safetrack or safetrack.goDCgo.com, or you can call Metro Customer Service at 202-637-7000. We understand that this Metrorail closure will present a challenge for many families and we urge you to plan ahead. Please don’t hesitate to contact [school contact name] with questions. Thank you.”



SAMPLE BLOG POST

RED LINE SHUTDOWN FROM NOMA-GALLAUDET TO FORT TOTTEN



From **October 29 to November 22**, Red Line rail service will not operate between Fort Totten and NoMa-Gallaudet stations. As a result, two stations (**Brookland** and **Rhode Island Avenue**) will be closed. Although free shuttle buses will replace trains between Fort Totten, Brookland-CUA, Rhode Island Ave, and NoMa-Gallaudet U stations, students who ride the Red Line **should plan ahead and find alternate routes.**

The Red Line will be **extremely crowded**, and there may be long waits for the limited shuttle buses, particularly during the morning rush. Please consider multiple alternates to determine the best travel option. You may want to practice your alternate routes before the first school day of the surge (October 31).

To help you plan, Metro has produced student flyers, which are available [online](#). You can explore more travel options at wmata.com/safetrack or safetrack.goDCgo.com, or you can call Metro Customer Service at 202-637-7000. This Metrorail service disruption will present a challenge for many families and we **urge you to plan ahead**. Please don't hesitate to contact [school contact name] with questions.



SAMPLE TWEETS

Hashtags:

#SafeTrack #surge10 #Planahead #Whatsyourplan #RedLineSurge #safetrackoptions

General



#Planahead for @wmata's #SafeTrack repairs. Visit safetrack.goDCgo.com for other options.



2 weeks out:
Students: Less than 2 weeks until @wmata #surge10! No svc b/t NoMa and Ft Totten from Oct 29-Nov 22. #Planahead! Visit safetrack.goDCgo.com.



#SafeTrack #surge10 starts October 29. #Planahead at safetrack.goDCgo.com.



Metro Red Line riders: #surge10 shutdown b/t Ft Totten & NoMa starts Oct. 29. #Whatsyourplan? Visit safetrack.goDCgo.com for options.

Station-Specific



Students: Use the RI Ave metro station? #Planahead for #surge10! No Red Line b/t NoMa & Ft Totten Oct. 29 - Nov. 22. [safetrack.GoDCgo.com](https://safetrack.goDCgo.com)



Students: Use Metro's NoMa station? #Planahead for #surge10! No Red Line svc b/t NoMa & Ft Totten Oct. 29 - Nov. 22. [safetrack.GoDCgo.com](https://safetrack.goDCgo.com)



Students: Use the Brookland station? #Planahead for #surge10! No Red Line b/t NoMa & Ft Totten Oct. 29-Nov. 22. [safetrack.GoDCgo.com](https://safetrack.goDCgo.com)



Students: Use the Red Line at Ft. Totten? #Planahead for #surge10! No Red Line service b/t Fort Totten and NoMa starts Oct 29.



SOCIAL MEDIA IMAGES



2:1 ratio (these are 506x253)

The size and shape of images (height, width, and orientation) are the elements that will most influence how an image will appear in a social media stream.

Included in this toolkit are a couple of images that have been optimized for use in your social media posts about the Red Line SafeTrack Surge.

(Continued on next pages.)



SOCIAL MEDIA IMAGES



1.9:1 ratio (these are 600x315)



In general, images and links shared on Facebook via Timeline or Newsfeed should be 1.91:1 ratio.

Many sites recommend that images be 1200x630.

The minimum dimensions for an image generated from a shared link are 200x200.

There is no minimum for images shared via Timeline nor Newsfeed.



**The Red Line
between NoMa-
Gallaudet U and
Fort Totten will
shut down October
29 - November 22.**